

# fashion/calendar

*Ruth Finley, Publisher / a weekly publication / 22nd year*

*8 East 77th St./New York 21, N. Y./TR 9-2343/OCT. 22, 1962*

## 1962

january

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

february

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

march

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

april

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

may

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

july

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

august

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

september

S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

october

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december

S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 19, 1962</u>			
Thursday Oct. 18 9:30 A.M. Coffee	PRESS PREVIEW: YOUNG IMPORTS Ohrbach's preview of boys' and girls' Young Imports for Winter and Holiday. By invitation. ( <u>For Release, Fri., Oct. 19.</u> )	OHRBACH'S	6TH FLOOR
	Publicity: Mark Klauser, OX. 5-4000.		
Thursday Oct. 18 12:30 P.M. Luncheon	PRESS RECEPTION FOR GLOVE DESIGNER Preview of imported gloves, designed by Roger Fare of Paris, who will be at luncheon to meet the press. By invitation.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
	Publicity: Helen O'Hagan, PL. 3-4000.		
Thursday Oct. 18 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS Fashions by ten leading fur designers. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rosemary Sheehan, MU. 5-1280. Fashion Show Producer: Mary Alice Rice, PL. 2-5726.	EMPRESS CHINCHILLA	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 18 2:30 P.M.	OPENING: RESORT- TRAVEL COLLECTION Sam Friedlander's Resort-Travel collection, designed by Bob Bugnand. ( <u>Note Change Of Date.</u> ) By invitation. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday Oct. 18 3:30 P.M.	PRESS PREVIEW OF SKI FASHIONS Martin's will preview their ski fashions. By invitation. ( <u>For Release, Mon., Oct. 22.</u> ) Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
Beginning Thursday Oct. 18	OPENING OF SPRING COLLECTION Continuous daily showings of Monte Streitfield's dresses, coordinates, and at-home collection. Contact: Marjorie McKenzie, OX. 5-7410.	STREGA, N.Y. INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Oct. 19	ALTMAN'S RELEASE DATE--Williamsburg Craft House. Preview Oct. 16.		
Friday Oct. 19 12:00 Noon	PREVIEW OF SPRING COLLECTION Gross-Sydney's Spring collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. By invitation. Continuous thereafter. Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Friday Oct. 19 12:00 Noon Luncheon	SHOWING OF FASHIONS BY LEADING DESIGNERS Showing of fashions by leading designers. Produced and staged by Herbert V. Gellendre, Special Events Inc. By invitation. Contact: MU. 7-5490.	VOLKSWAGEN OF AMERICA, INC.	HOTEL PIERRE BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday Oct. 19	SHOWING: FOOTWEAR FOR SPORTS CLOTHES Golo Footwear Spring and Summer collection for sports clothes. By appointment. Contact: Arthur Samuels, Jr., BR. 9-5800.	GOLO FOOTWEAR CORP.	350 FIFTH AVENUE SUITE 925

WEEK BEGINNING SUNDAY, OCTOBER 21, 1962

Sunday Oct. 21 1:15 P.M. Brunch	HOLIDAY FASHIONS DURING BRUNCH Fall afternoon, cocktail, and evening fashions by Gothe, available at Bonwit Teller. Reservations--\$4.00; contact: Mr. Gabriel, CI. 6-7700. Publicity: Peggy Cantor Assoc., 30 East 37th Street, MU. 9-8542.	GOTHE (DAVID E.GOTTLIEB, INC.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Oct. 22	MARTIN'S RELEASE DATE--Ski Fashions. Preview Oct. 18 at 3:30. (See Pg.1)		
Beginning Monday Oct. 22	EARLY SPRING RAIN- WEAR AND OUTERWEAR March & Mendl's early Spring collection of rainwear and outerwear at continuous daily showings. ( <u>Note Change Of Date.</u> ) Publicity: Marion Cook, LA. 4-7942.	MARCH & MENDEL, INC.	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Oct. 23 9:30 A.M.	PRESS SHOWING: SPRING AND CRUISE COLLECTION By invitation. Thereafter Oct. 24, 25, 30, 31, Nov. 1 at 9:30 A.M. Contact: Laura Cantor, PE. 6-5475.	NATHAN-STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday Oct. 23 12:30 P.M. Luncheon	PREVIEW: NEW LOOK IN HAIRSTYLES Saks Fifth Avenue will present George Masters and his new look in hair-styling. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	STROLLERS' CLUB 154 EAST 54TH STREET
Tuesday Oct. 23 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Ready-to-wear and custom originals during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	ELIZABETH LAWRENCE, INC. (17 EAST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
Tuesday Oct. 23 1:00 P.M.	OPENING OF SPRING COLLECTION Showing of Hannah Troy's Spring dress collection on Oct. 23, 24, 30, 31, Nov. 6, 7 at 1:00 P.M. Contact: Lee Lerner, IO. 3-0988.	HANNAH TROY, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 23 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION Junior fashions, designed by Anne Klein. Daily except Mondays and Fridays at 1:00 P.M. Contact: IO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 23 2:30 P.M. Cocktails	PREVIEW: SPRING JUNIOR DRESSES For press and resident buyers, by invitation. Beginning Oct. 24-Nov. 1, <u>Mon., Tues., Wed., at 2:30.</u> Publicity: Jeanette Gottlieb, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 23 4:00 P.M.	OPENING: SPRING COLLECTION Showings at 4:00 P.M., Oct. 23, 25, 30, Nov. 1, 7, 14. By reservation. Contact: IO. 4-2155.	DONALD BROOKS FOR TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 23 6:00 P.M.- 9:00 P.M. Buffet	CONTEMPORARY PAINTINGS-PREVIEW Mr. Sanford Saks, President of I. Miller, and Mrs. Sacks Robbins, Marble Arch Gallery, will invite the press to preview an exhibition from the collection of contemporary artists. By invitation. (Open to public, beginning Oct. 24.)	I. MILLER	734 FIFTH AVENUE AND 57TH STREET
Tuesday Oct. 23 6:30 P.M.- 9:00 P.M.	SIXTH SESSION OF FASHION CAREER COURSE Subject: "Buying and Merchandising--Learn About Markets At Home And Abroad." Speakers: Lillian Horinbein, Business Careers, Inc.; William Fox, J.C. Penney Co.; Lawrence Marcus, Neiman-Marcus. Individual Session: \$2.75 each. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER (345 E. 47TH ST.)
Tuesday Oct. 23 7:00 P.M. Dinner	ANNUAL AWARD DINNER AND FASHION SHOW Annual fashion show and award dinner in honor of Mr. Adam L. Gimbel, President, Saks Fifth Avenue; and the 1962 Textile Award will be received by Mr. M.K. Ryan, Jr., for E.I. Du Pont de Nemours Co. Honorary Chmn.: Jessica Daves, Laura Johnson, Frank Leslie. Reservations: WI. 7-0324.	N.Y. FASHION DESIGNERS, INC. (1457 BROADWAY)	HOTEL AMERICANA ROYAL BALLROOM
Wednesday Oct. 24 9:30 A.M. Coffee	PRESS PREVIEW OF ACCESSORY GALA Preview of American and European accessories. By invitation. ( <u>For Release, Fri., Oct. 26.</u> ) Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	5TH FLOOR
Wednesday Oct. 24 11:30 A.M.	PRESS SHOWING OF JUNIOR COLLECTION N.S. Juniors will present Bergdorf Goodman's petite couture Spring and Cruise collection. By invitation. Continuous thereafter. Contact: Laura Cantor, PE. 6-5475.	N.S. JUNIORS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Oct. 24 12:30 P.M. Luncheon	OPENING OF SPRING COLLECTION Gothe's Spring collection of cocktail and evening fashions Oct. 24, 25, 26, 29, Nov. 1 at 12:30. Showing at 1:15 P.M. By reservation. Other times, by appointment. Contact: Lucile Gordon, LO. 5-2727.	GOTHE (DAVID E. GOTTLIEB)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 24 4:30 P.M.- 7:00 P.M. Cocktails	ARNOLD PALMER GOLF FASHIONS Arnold Palmer will greet guests at a cocktail reception, featuring the Arnold Palmer women's golf separates, a new division of Loomtogs. Also, other golf fashions. Master of ceremonies: Peter Lind Hayes. By invitation. Contact: Betty Estes, LA. 4-4671.	SPORTS ILLUSTRATED; & BEAUNIT MILLS	TIME-LIFE BUILDING AUDITORIUM
Wednesday Oct. 24 5:00 P.M. Cocktails	PREVIEW OF SPRING COLLECTION Showing for press only. Show at 6:00 P.M. By invitation. Thereafter, Oct. 25, 26, 29, 30, 31, Nov. 5, 6, 7, 12 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Oct. 24 6:00 P.M.- 8:00 P.M. Cocktails	RECEPTION TO MEET MONSIEUR GUY LAROCHE Madame Helena Rubinstein will invite the press to a reception to meet M. Guy Laroche; and also M. Jacques Cousty, style director of the Helena Rubinstein Paris Salon de Coiffure. ( <u>Note Change Of Date, Time, and Place.</u> ) By invitation. Contact: Ann Walsh, EL. 5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 25 12:00 Noon	"FUR FASHIONS ON ICE" Showing of furs for sport, daytime, and evening; also Pauline Trigere's collection, designed for Ben Kahn on behalf of United Hospital Fund of N.Y. Publicity: Jessie V. Sloan, PL. 4-1080.	UNITED HOSPITAL FUND; BEN KAHN FURS	ROCKEFELLER PLAZA ICE SKATING POND
Thursday Oct. 25 2:30 P.M.	OPENING: SPRING COLLECTION Showing of petite dresses, suits, and costumes Oct. 25, 30, 31, Nov. 1, 6, 7, 13 at 2:30 P.M. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Oct. 25 3:30 P.M. Cocktails	SELECTION OF WINNERS AT PRESS PARTY Press party to award prizes and select winners from three divisions of the Young Stylemakers Contest. Show at 4:00 P.M. By invitation. Publicity: Jack Lauder at Young & Rubicam Inc., MU. 9-5000.	SINGER SEWING MACHINE COMPANY	HOTEL PLAZA BALLROOM
Thursday Oct. 25 4:30 P.M. Champagne	PRESS PREVIEW OF SPRING COLLECTION Vera Maxwell's Spring collection. (Note Change Of Time.) For the press, by invitation. Trade, beginning <u>Tues., Oct. 30, and thereafter Tues., Wed., Thurs., at 12:00 Noon.</u> By appointment. Contact: Judith Morrell, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday Oct. 25 4:30 P.M.- 6:30 P.M. Champagne	PRESS PREVIEW: NEW SHOWROOMS AND OFFICES Jacqueline Cochran Cosmetics will unveil new showrooms and executive offices to the press. Miss Cochran, and Andrew A. Lynn, President, will officiate at informal reception. By invitation. Contact: Jody Donohue, Edward Gottlieb & Assoc., JU. 2-7540.	JACQUELINE COCHRAN COSMETICS	630 FIFTH AVENUE SUITE 3570
Oct. 26	BONWIT TELLER'S RELEASE DATE--Accessory Preview Oct. 24 at 9:30.(See Pg.3)		
Friday Oct. 26 8:00 P.M.	ELEVENTH ANNUAL "APRIL IN PARIS" BALL Tribute to racing stables of France and U.S. Fashions by Guy Laroche. Entertainment by Harry Belafonte. Chief beneficiaries: French Hospital in N.Y. and American French Foundation Charities, including Nat'l Museum of Racing in Saratoga. Reservations: \$150.00. Contact: Miss Jermyn Davern or C.C. Philippe, LT. 1-6200. Publ.: Marianne Strong Assoc., RE. 7-6633.	AMERICAN FRENCH FOUNDATION(1540 B'WAY)	AMERICANA HOTEL IMPERIAL BALLROOM
Beginning Friday Oct. 26	OPENING: CRUISE AND SPRING COLLECTION Continuous showings of Claret's Cruise-Spring collection of sportswear and dresses. Contact: Fran Rodman, LO. 3-6126.	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Oct. 28	DAYLIGHT SAVING TIME ENDS--Move Clocks Back One Hour.		
Sunday Oct. 28 1:15 P.M. Brunch	HOLIDAY FASHIONS DURING BRUNCH Holiday dresses and coordinates by Melba Hobson for Mr. Gee. Reservations--\$4.00; contact: Mr. Gabriel, CI. 6-7700. Publicity: Peggy Cantor Associates, 30 East 37th Street, MU. 9-8542.	MELBA HOBSON FOR MR. GEE	HAMPSHIRE HOUSE FOUNTAIN ROOM
Oct. 29	MACY'S RELEASE DATE--Horse Show Fashions. (No Press Preview)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 29- Nov. 16 9:00 A.M.- 5:00 P.M.	SPRING FORECAST FROM FEBRUARY ISSUE Complete showing and visual display of fashion and promotion plans from Seventeen's February "Spring Semester" issue. For store and buying office executives only, by appointment. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	320 PARK AVENUE SHOWROOM - 8TH FLOOR
Monday Oct. 29 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Herbert Sondheim's Spring collection, designed by Sara Ripault. By in- vitation. Thereafter, Oct. 30, 31, Nov. 1, 6, 7, 8, 13 at 10:30 A.M. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, LT. 1-8024.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday Oct. 29 10:30 A.M.; 11:30 A.M.	OPENING OF SPRING COLLECTIONS Showings--Leonard Arkin at 10:30; Andrew Arkin at 11:30, Oct. 29, 31, Nov. 5, 7. Contact: Miss Brigitte, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 29 11:30 A.M.	SPRING COAT AND SUIT COLLECTION Arthur Jablow's collection, designed by David Kidd. Preview by invita- tion. Thereafter at 11:30 A.M., Oct. 31, Nov. 6, 8, 12, by appointment. Contact: LA. 4-3404. Publicity: Ruth Hammer Assoc., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 29 12:00 Noon	OPENING OF SPRING COLLECTION Paul Blumenstein's Spring collection, by reservation. Continuous daily thereafter. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Oct. 29 12:00 Noon	RESORT AND SPRING COLLECTION Harold Levine's Resort and Spring collection, designed by Don Breitingner, Oct. 29, 31, Nov. 5, 7 at 12:00 Noon. By reservation. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Oct. 29 1:00 P.M.	OPENING OF SPRING COLLECTION Showings at 1:00 P.M., Oct. 29, 30, 31, Nov. 1, 5, 6, 7, 13, 14. By appointment. Contact: PE. 6-0206.	HARVEY BERIN, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Oct. 29 2:30 P.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring collection. By invitation. Thereafter, at 11:30 A.M., Oct. 30, Nov. 1, 5, 7, 13. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday Oct. 29 2:30 P.M.	OPENING: SPRING COLLECTIONS Spring collections by Sylvan Rich for Martini Designed; and Jerry Parnes for Miss Martini. <u>Showings Oct. 29, 31 and Nov. 7 at 2:30.</u> By reservation. Contact: Eli Lehrman, IO. 4-0616.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Oct. 29 3:30 P.M.	OPENING: SPRING JUNIOR COLLECTION Junior Accent's Spring collection, designed by Frank Adams, also showing <u>Tues., Oct. 30 at 11:00.</u> By invitation. Thereafter, continuous daily. Contact: IO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 29 4:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION Spring preview at 4:00 P.M. By reservation. Thereafter Oct. 31, Nov. 1, 6, 7 at 2:30 P.M. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 29 4:00 P.M.	OPENING OF SPRING COLLECTION Showings Oct. 29, 30, 31, Nov. 5, 6, 7 at 4:00 P.M. By reservation. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Postponed Oct. 29	TRAVILLA'S PREVIEW, ORIGINALLY SCHEDULED FOR OCT. 29 AT 6:00 P.M. HAS BEEN POSTPONED TO THURS., NOV. 1 AT 5:30. (See Pg. 10)		
Beginning Monday Oct. 29	OPENING OF SPRING COLLECTION Continuous showings of Spring dresses and costumes, designed by Miguel Dorian. Contact: CH. 4-2270.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday Oct. 29	OPENING OF SPRING COLLECTION Continuous showings of Spring afternoon and cocktail dresses, designed by Evie Maxime. Contact: WI. 7-5374.	EVIE MAXIME, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Monday Oct. 29	OPENING: SPRING COLLECTION Continuous showings of cocktail and evening fashions, designed by George Nardiello. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday Oct. 29	OPENING: SPRING COLLECTION Spring dresses and costumes at continuous showings. Contact: BR. 9-0952.	PARNES FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Oct. 29	PREVIEW: SPRING DRESS COLLECTION Preview of misses dresses and costumes for Spring Oct. 29-Nov. 2. By appointment. Beginning Mon., Nov. 5, continuous daily showings. Contact: Alfred Blaikie, BR. 9-7580.	KLEIN-BLAIKIE, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Oct. 29- Nov. 12	SPRING CALIFORNIA FASHIONS IN NEW YORK By appointment. Contact: Ernst Strauss, 9024 Burton Way, Beverly Hills, TRemont 8-0540; after Oct. 29, CI. 7-2200 (N.Y.)	ERNST STRAUSS, INC. BY MONICA	HOTEL GOTHAM
Beginning Monday Oct. 29- Nov. 16	CALIFORNIA FASHIONS FOR RESORT AND SPRING Wayne Fuller's Resort-Spring collection. By appointment. Contact: Dick Steiner, MA. 7-5461(L.A.); after Oct. 29, CI. 7-2200(N.Y.).	WAYNE FULLER, INC. (122 E.7TH ST., L.A.)	HOTEL GOTHAM
Oct. 30	BERGDORF GOODMAN'S RELEASE DATE--Imported ski fashions. (No Press Show)		
Tuesday Oct. 30 9:30 A.M.	HELENA BARBIERI'S SPRING COLLECTION Spring cocktail and evening fashions at two showings, Oct. 30 and Nov. 6 at 9:30 A.M. By reservation. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 30 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION By invitation. Showings at 10:00 A.M., Oct. 31, Nov. 6, 8, 14. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 30 10:30 A.M.	OPENING: COMPLETE SPRING COLLECTION Thereafter at 10:30 A.M., Nov. 1, 6, 7, 9, 13, 15. By appointment. Contact: Sam Cohen, LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Oct. 30 10:30 A.M.	OPENING: SPRING SUIT COLLECTION Showings Oct. 30, Nov. 6, 13, 20 at 10:30. Contact: LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 30 12:00 Noon	PRESS PREVIEW: SPRING COLLECTION By invitation. Thereafter at 12:00 Noon, Nov. 1, 2, 5, 6, 7, 8. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 30 12:00 Noon	RESORT-HOLIDAY AND SPRING COLLECTION Mollie Parnis' Resort-Holiday and Spring collection, Oct. 30, 31, Nov. 6, 7 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 30 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new coat collection, showing at 12:00 Noon, Oct. 30, 31, Nov. 1, 6, 7, 8, 14, followed by luncheon. By invitation. Contact: Bill Goldstein, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday Oct. 30 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS "Flight To Fall Fashions By Air France"--Fur fashions by Ben Kahn. Shoes-- Fiorentina. Gloves--Kislav. Gift--Monet. Door Prize--Georg Jensen. Cabochard perfume by Gres, presented to each guest. Press by invitation. Public by reservation--\$4.75; contact: "Headwaiter," EL. 5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	BEN KAHN FURS (150 WEST 30TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Oct. 30 1:15 P.M.	OPENING: RESORT- SPRING COLLECTION Showing Oct. 30, 31, Nov. 6, 7, at 1:15 P.M. in new showroom. Also, intro- ducing new collection of petites, Oleg Cassini Young America, Inc. on Nov. 1 and 2 at 1:15. By reservation. Contact: Kay McGowan, LO. 5-6453; (after Oct. 22, LO. 5-6123).	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Oct. 30 2:30 P.M.	OPENING OF SPRING COLLECTION Maurice Rentner's Spring collection, designed by Bill Blass. Showing Oct. 31, Nov. 1, 6, 7, 8, 13, 15 at 2:30. <u>Press showing, Monday, Nov. 5 at 3:00 P.M.</u> By reservation. Publicity: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Oct. 30 2:30 P.M.	OPENING: SPRING COLLECTION Showings at 2:30 P.M., Oct. 30, 31, Nov. 1, 6, 7, 8. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 30 2:30 P.M.	OPENING: SPRING COLLECTION Showings Oct. 30, 31, Nov. 6, 7 at 2:30 P.M. By reservation. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 30 3:00 P.M.	OPENING: SPRING DRESS COLLECTION Showings Oct. 30 and Nov. 6 at 3:00 P.M. Contact: WI. 7-5324.	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Oct. 30 3:45 P.M.	PREVIEW: RESORT SPRING COLLECTION Resort-Spring collection of coats and suits, designed by Stefan. By in- vitation. Continuous thereafter. Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK SUITS	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Oct. 30 4:00 P.M. Champagne	PRESS PREVIEW: SPRING- SUMMER RAINWEAR Lawrence of London's couture rainwear collection for Spring-Summer. By invitation. Showings thereafter, by reservation, Nov. 1, 5, 7, 8, 13 at 4:00 P.M. Contact: Norman Lawrence, CH. 4-3815. Publicity: Mathews- Latham, 128 East 37th Street, MU. 5-7907.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 30 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF SPRING-SUMMER FABRICS A.P. Silk's Sixth Annual Cherry Blossom Festival, featuring the "Marco Polo Silk Collection," the result of a million mile quest for fashion. By in- vitation. Presentation will be on display through November. Publicity: Ken R. Williams, WI. 7-4471.	A.P. SILK CO.	1512 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday Oct. 30 5:00 P.M. Cocktails	PRESS PREVIEW: CRUISE- SPRING COLLECTION Bud Kilpatrick will present his Cruise and Spring collection. Showing at 6:00 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK	HOTEL PLAZA WHITE AND GOLD SUITE
Tuesday Oct. 30- Nov. 6	SEVENTY-NINTH ANNUAL NATIONAL HORSE SHOW Public Relations: Bill Bryan, 10 West 45th Street, YU. 6-8988.	NAT'L HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH ST.
Oct. 31	GIMBELS RELEASE DATE--Holiday collection. (No Show)		
Wednesday Oct. 31 10:00 A.M.- 11:30 A.M.	TABLE SETTINGS FOR HOLIDAYS Macy's, Table Fashion Institute and Gorham will preview "Ten Best Dressed" table settings for the holidays, by 10 interior designers. By invitation. (For Release, Mon., Nov. 5.) Publicity: Reni Kuhn, OX. 5-4400.	MACY'S; & TABLE FASHION INST.	HANS VAN NES STUDIO 431 EAST 90TH STREET
Wednesday Oct. 31 10:30 A.M.	OPENING OF SPRING COLLECTION Showings of Spring collection, designed by Wilson Folmar, Oct. 31, Nov. 1, 5, 6, 7, 8 at 10:30 A.M. By appointment. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Oct. 31 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan's dresses and ensembles for daytime and late-day. There- after Nov. 5, 7, 13 at 1:15 P.M. Contact: Miss Fritz, IO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 31 2:00 P.M.	OPENING: SPRING COATS AND SUITS Harry Frechtel's Spring collection of coats and suits, Oct. 31, Nov. 6, 8, 13, 15 at 2:00 P.M. Contact: Jo MacLeod, PE. 6-1310.	HARRY FRECHTEL, INC.	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Wednesday Oct. 31 2:30 P.M.	OPENING OF SPRING COLLECTION Spring collection at 2:30 P.M., Oct. 31, Nov. 6, 8, 14. By invitation. Contact: Muriel Morris or Joanne Jaap, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Oct. 31 3:00 P.M.	OPENING: SPRING MISSES COLLECTION One showing only. By reservation. Informal showings thereafter. Contact: LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Oct. 31 4:00 P.M.	PREVIEW OF SPRING JUNIOR DRESSES Designed by Betty Carol. Also showing Thurs., Nov. 1 at 4:00 P.M. By reservation. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 31 4:00 P.M. Cocktails	PRESS PREVIEW: ITALIAN SWEATERS Press preview of Italian sweater collection for Spring. By invitation. Continuous thereafter at showroom, 1407 Broadway. Contact: BR. 9-8763. Publicity: Ken R. Williams, WI. 7-4471.	FAMELIA OF FLORENCE, ITALY	500 CLUB 500 SEVENTH AVENUE
Wednesday Oct. 31 5:00 P.M.	CALIFORNIA FASHIONS IN NEW YORK Preview of Spring ready-to-wear collection, designed by Jean Louis. By invitation. Reception will follow show. Publicity: Eleanor Lambert, 32 East 57th Street, MU. 8-2130.	JEAN LOUIS OF CALIFORNIA	HOTEL PLAZA WHITE & GOLD SUITE
Thursday Nov. 1 10:00 A.M.	PREVIEW OF SPRING COATS AND SUITS Couture Spring and Holiday coats, suits, and costumes, designed by Molly for Jack Sarnoff. By invitation. Thereafter Nov. 5, 7, 12, 14 at 10:00. By appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday Nov. 1 10:00 A.M.	PREVIEW: SPRING COATS AND SUITS Special preview for press and buyers. By invitation. Thereafter Nov. 6, 7, 8, 13, 14, 15 at 10:00 A.M. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Nov. 1 10:30 A.M.	OPENING OF SPRING COLLECTION Rudolf's Spring collection Nov. 1, 6, 7, 8 at 10:30. Contact: Jean Palitz, WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Nov. 1 11:00 A.M.	PREVIEW: RESORT AND SPRING COLLECTION One showing only, of cocktail dresses and costumes for Resort and Spring. By reservation. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday Nov. 1 11:30 A.M.	PRESS PREVIEW: SPRING COLLECTION Preview by invitation. Thereafter, Nov. 6, 7, 8 at 11:30 A.M. (Note Change Of Dates.) Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 1 12:00 Noon Luncheon	OPENING: SPRING COUTURE FASHIONS Spring couture fashions. By invitation. Thereafter daily at 12:00 Noon. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Nov. 1 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	SWEET LO BOUTIQUE (995 FIFTH AVE.)	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 1 2:00 P.M.	OPENING: SPRING COAT COLLECTION Showing of Originala's Spring coat collection, Nov. 1, 2, 5, 7, 13 at 2:00 P.M. By appointment. Contact: Mr. Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Postponed Nov. 1	PAULINE TRIGERE'S SPRING OPENING, ORIGINALLY SCHEDULED FOR NOV. 1 AND 2 AT 2:30, HAS BEEN POSTPONED TO TUESDAY, NOV. 6 AT 2:30. (See Pg. 12)		
Thursday Nov. 1 3:30 P.M.	PREVIEW: SPRING COLLECTION By invitation. Continuous showings beginning Tues., Nov. 6. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Nov. 1 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Jane Derby's Spring collection. By invitation. Thereafter, Nov. 5, 7, 9, 13, 15 at 10:30 A.M. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Nov. 1 4:00 P.M. Cocktails	OPENING: SPRING COLLECTION Designed by Celia Phillips and Elinor Simmons. By invitation. Thereafter Nov. 6 and 8 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690.	FRANK STARR ORIGINALS	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Nov. 1 5:30 P.M. Cocktails	PREVIEW: CALIFORNIA SPRING FASHIONS Show at 6:00 P.M. By invitation. (Note Change Of Date.) Thereafter for 2 weeks in private suite. By appointment. Contact: Raul Rodriguez, OL. 2-0723 (L.A.); after Nov. 1, PL. 9-3000 (N.Y.).	TRAVILLA (853 N. LA CIENEGA, L.A.)	HOTEL PLAZA CRYSTAL ROOM
Nov. 2	OHRBACH'S RELEASE DATE--Ski and apres ski fashions. (No Press Show)		
Friday Nov. 2 1:00 P.M.	PREVIEW OF SPRING COLLECTION One showing only of Mort Schrader's Spring collection. (Note Change Of Date And Time.) By invitation. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Nov. 5	MACY'S RELEASE DATE--Table settings. Preview Oct. 31. (See Pg. 8)		
Monday Nov. 5 11:30 A.M.	OPENING OF SPRING COLLECTION Mignon's Spring collection, designed by Dorothy Farbo. By invitation. Thereafter, Nov. 8 and 13 at 11:30 A.M. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 5	PRESS SHOWING OF MAURICE RENTNER'S SPRING COLLECTION AT 3:00 P.M.		
Monday Nov. 5 4:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Also, Nov. 7, 9, 13, 15 at 10:30. <u>By invitation only.</u> Contact: JU. 2-2317.	MONTE SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Monday Nov. 5 6:00 P.M.	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Marusia Original and Marusia Bazaar will present Resort and Spring showing of coats, suits, dresses, costumes, cocktail and evening gowns. By invitation. Thereafter by appointment. Contact: Alice Driver, Olympia 2-7730 (L.A.); after Nov. 5, PL. 3-4500 (N.Y.).	MARUSIA ORIGINAL (165 N.ROBERTSON, L.A.)	ST. REGIS HOTEL SUITE 605
Nov. 6	ELECTION DAY--Tuesday		
Nov. 6	BLOOMINGDALE'S RELEASE DATE--Ski fashions. (No Press Show)		
Tuesday Nov. 6 10:00 A.M.	PRESS PREVIEW OF SKI COLLECTION Gimbels will preview their ski collection. By invitation. ( <u>For Release, Wed., Nov. 7.</u> ) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Tuesday Nov. 6 10:00 A.M.	OPENING: SPRING AND RESORT COLLECTION Showings at 10:00 A.M., Nov. 6, 7, 8, 13, 14. ( <u>Spring only Nov. 7 and 14.</u> ) By appointment. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Nov. 6 10:30 A.M.	OPENING OF SPRING COLLECTION Showings on Nov. 6, 8, 13, 15 at 10:30 A.M. By reservation. Contact: Sally Wolf, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Nov. 6 12:00 Noon	OPENING: SPRING COLLECTION Talmack's Spring collection, designed by John Moore, Nov. 6 and 8 at 12:00 Noon. By reservation. Contact: Lee Pine, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Nov. 6 12:00 Noon	OPENING: CRUISE AND SPRING COLLECTION Formal showing of junior dresses and sportswear. By invitation. Thereafter Nov. 7, 8, 13, 14 at 12:00 Noon. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Nov. 6 1:00 P.M.	PREVIEW: SPRING DRESS COLLECTION Spring dresses, designed by Stanley Herman, at 1:00 P.M. By invitation. Continuous thereafter. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Nov. 6 1:30 P.M.	PREVIEW OF SPRING COLLECTION Late day, formal dresses and ensembles. For press and buyers, by invitation. Continuous daily thereafter. Contact: Jack Sulzer, WI. 7-9470. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 6 2:30 P.M.	OPENING: SPRING COLLECTION Spring showings Nov. 6, 8, 13, 15 at 2:30 P.M.; Nov. 9 at 10:30 A.M. (On Nov. 8 and 9, Resort collection will follow Spring.) Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Nov. 6 4:00 P.M.	OPENING: SPRING COLLECTION Showings Nov. 6 and 13 at 4:00 P.M. By reservation. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Nov. 6 4:00 P.M.	OPENING: RESORT- SPRING COLLECTION Mademoiselle Ricci's Resort-Spring collection, designed in Paris by Jules Francois Crahay for Nina Ricci. Also showing Nov. 7 at 4:00 P.M. By invitation. Continuous daily thereafter. Contact: Shelly Wollin, OX. 5-4760, Ext. 742.	MADemoisELLE RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Nov. 6	OPENING: SPRING COLLECTION Informal showings. By appointment. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR
Beginning Tuesday Nov. 6	OPENING: SPRING JUNIOR COLLECTION Spring fashions, designed by Frances Prisco. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Wednesday Nov. 7 11:00 A.M.	PRESS PREVIEW: SPRING COLLECTION Spring dresses, coats, and suits, designed by Eric Lund. For buyers, Nov. 8 at 3:30. By invitation. Contact: Helen Rubin, WI. 7-1076.	ERIC LUND, INC.	491 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Nov. 7 11:00 A.M.	OPENING: SPRING JUNIOR COLLECTION One showing only. By reservation. Informal thereafter. Contact: LO. 5-2626.	ARKAY JUNIORS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Nov. 7 2:30 P.M.	OPENING OF SPRING COLLECTION Sam Friedlander's Spring collection, designed by Bob Bugnand, at two showings, Nov. 7 and 8 at 2:30. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Nov. 7 3:00 P.M.	PREVIEW: SPRING COLLECTION Preview of Spring dresses, costumes, and boutique coordinates. By invitation. Informal showings thereafter. Contact: Nancy English, LO. 4-9115.	ANNE FOGARTY, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday Nov. 7 3:30 P.M.	OPENING: SPRING COAT AND SUIT COLLECTION For press and buyers, by invitation. Thereafter Nov. 8 and 13 at 3:30. Contact: Miss Vyvian, LO. 4-6316. Publ.: Mathews Latham, MU. 5-7907.	ILIE WACS COUTURE	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Wednesday Nov. 7 4:00 P.M. Cocktails	PREVIEW: SPRING COAT COLLECTION Preview of Spring coat collection. Commentator: Mia Grau. By invitation. Continuous daily thereafter at showroom, 230 West 39th Street, 12th floor. Contact: Phyllis Schorr, LO. 4-6886.	BATALDI (BAITCH & CASTALDI)	500 CLUB 500 SEVENTH AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 7 4:00 P.M.	OPENING: RESORT AND SPRING COLLECTION Martier-Raymond's Resort and Spring collection, Nov. 7 and 8 at 4:00 P.M. (Note Change Of Dates.) PL. 3-0200 or PL. 3-0697.	MARTIER-RAYMOND	13 WEST 57TH STREET SALON - 2ND FLOOR
Wednesday Nov. 7 4:30 P.M. Cocktails	FASHIONS FOR CHILDREN: SPRING-SUMMER '63 "The Du Pont Sampler"--preview of fashions in Du Pont fibers from the children's wear market. Show at 5:15 P.M. For press and retail trade, by invitation. Contact: (Trade) Ethel Radon, LO. 3-6400, Ext. 484; (Press) Blanche Gaillard, Ext. 309.	DU PONT COMPANY	SHERATON-EAST HOTEL BALLROOM
Thursday Nov. 8 11:00 A.M.	OPENING: SPRING JUNIOR COLLECTION Eloise Curtis' Spring collection. By reservation. Continuous daily thereafter. Contact: OX. 5-6650.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Thursday Nov. 8	OPENING OF SPRING COLLECTION Showing of Jerry Silverman's Spring collection, designed by Shannon Rodgers. By appointment. Contact: Jean Dione, CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Nov. 9	ABRAHAM & STRAUS RELEASE DATE--Ski fashions. (No Press Show)		
Sunday Nov. 11- Nov. 17	NATIONAL PRESS WEEK IN CALIFORNIA Twelfth annual National Press Week in California. Contact: William T. Maxfield, Exec. Dir., C.F.C., 740 South Broadway, Los Angeles, California.	CALIFORNIA FASHION CREATORS	BEVERLY WILSHIRE HOTEL LOS ANGELES, CAL.
Monday Nov. 12 11:00 A.M.; 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Sarmi's Spring collection. Buyers' preview at 4:00 P.M. Also, Nov. 13 at 11:00 A.M. By invitation. Contact: CH. 4-7270.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Nov. 13 9:00 A.M. Coffee	PRESS PREVIEW: AT-HOME GIVENCHY SEPARATES Premiere showing of Givenchy designed at-home separates, made by Stella Sloat. By invitation. (Release Date, Wed., Nov. 14.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR
Tuesday Nov. 13 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON "Flight To Fall Fashions By Air France"--fashions by Philip Hulitar. Gift--Monet. Door Prize--Georg Jensen. Cabochard perfume by Gres, pre- sented to each guest. Press by invitation. Public by reservation--\$4.75; contact:"Headwaiter," EL. 5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	PHILIP HULITAR	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 14 10:00 A.M. Breakfast	PRESS PREVIEW OF BOUTIQUE GIFTS "Continental Corner"--boutique fashions, including desk accessories and gifts for men. By invitation. (For Release, Thurs., Nov. 15.) Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS	6TH FLOOR FEATURE EVENTS OFFICE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Nov. 16 9:00 A.M.& 12:00 Noon	READY-TO-WEAR LUNCHEON MEETING American Ready-To-Wear, Spring 1963. Co-chmn.: Carrie Donovan and Katherine Murphy. Breakfast: \$6.00, members; \$10.00, guests. Luncheon: \$10.00, members; \$15.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL IMPERIAL BALLROOM
Monday Nov. 19 9:45 A.M. Coffee	PRESS PREVIEW: RESORT FASHIONS Stern's will present their Resort fashions for the press. By invitation. (For Release, Wed., Nov. 21.) Publicity: Mildred Collins, LO. 5-7960.	STERN'S	3RD FLOOR
Monday Nov. 19 8:00 P.M. Supper- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE Fifteenth annual "Party Of The Year" for benefit of Costume Institute-- Metropolitan Museum of Art. Museum pageant and entertainment. Chmn.: James S. Schoff, President, Bloomingdale's. Co-chmn.: Melvin E. Dawley and Adam Gimbel. Reservations: \$100 each. Contact: Costume Institute, TR. 9-5500, Ext. 381.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	AMERICANA HOTEL 52ND ST.& 7TH AVE.
Nov. 21	STERN'S RELEASE DATE--Resort fashions. Preview Nov. 19 at 9:45.(See above)		
Nov. 22	THANKSGIVING DAY (Thursday)		
Nov. 26	BLOOMINGDALE'S RELEASE DATE--Resort fashions, South Shop. (No Show)		
Tuesday Nov. 27 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Hattie Carnegie's fur fashions. Press by invitation. Public by reservation; contact:"Banquet Dept.," PL. 9-3000. Carnegie Publicity: Jeri Amstel, PL. 5-2600. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	HATTIE CARNEGIE (42 EAST 49TH ST.)	HOTEL PLAZA TERRACE ROOM

RESORT-SPRING SHOWINGS - These collections have opened

ARBE ORIGINALS, INC. . . . Holiday-Cruise collection by Dorothy Arden.  
498 Seventh Avenue, 11th Floor, CH. 4-2370.

AYWON DRESS CO. . . . . Resort-Holiday collection by Sabina.  
525 Seventh Avenue, 4th Floor, LO. 3-0870.

BOBBIE BROOKS, INC. . . . Spring collection.  
1407 Broadway, Room 3902, PE. 6-2392.

CABANA . . . . . Cruise collection by Ricci Kilsdonk.  
1410 Broadway, 17th Floor, WI. 7-0326.

DEVONBROCK . . . . . Cruise-Spring suits, dresses, costumes, coats.  
1400 Broadway, 10th Floor, PE. 6-4580.

FONTANA OF ROME . . . . . Resort-Spring import fashions. By appointment.  
Hotel Plaza, Suite 336, PL. 3-7244.

(continued on following page)



RESORT-SPRING SHOWINGS (continued from page 14)

RUDI GERNREICH FOR . . . . .Resort-Cruise knits in swimwear and dresses.  
HARMON KNITWEAR 1407 Broadway, Room 600, Charles Rose, BR. 9-5664.

GAY GIBSON; GAY PETITES; . .Spring junior and petite fashions.  
MISS COUTURE 1407 Broadway, Room 3905, IO. 5-4212.

HEISER, INC. . . . .Holiday-Resort collection.  
550 Seventh Avenue, 6th Floor, IO. 3-1534.

MELBA HOBSON . . . . .Cruise-Resort sportswear, dressy separates.  
FOR MR. GEE 1407 Broadway, 25th Floor, WI. 7-8178.

JERNAT OF ITALY . . . . .Spring knitwear collection by Renee Karel.  
(DIV. OF HECHT & BIERN, INC.) 1407 Broadway, 9th Floor, WI. 7-9724.

KIMBERLY KNITWEAR, INC. . . .Cruise, Resort, Early Spring knitwear.  
1410 Broadway, 18th Floor, IO. 4-1080.

KORET OF CALIFORNIA. . . . .Spring knit collection.  
1407 Broadway, Room 408, IO. 5-2442.

LOCOMIGS, INC. . . . .Arnold Palmer separates, new division.  
1410 Broadway, 15th Floor, IA. 4-4671.

LOCOMIGS, INC. . . . .Resort-Spring collection by Leo Narducci.  
1410 Broadway, 15th Floor, IA. 4-4671.

McMULLEN . . . . .Resort-Cruise dresses and coordinates.  
550 Seventh Avenue, 20th Floor, OX. 5-4270.

MAIN STREET. . . . .Cruise-Resort rainwear.  
500 Seventh Avenue, 17th Floor, IA. 4-9800.

MR. MORT SPORTSWEAR. . . . .Cruise-Spring sportswear collection.  
498 Seventh Avenue, 20th Floor, OX. 5-4760.

PHELPS . . . . .Cruise-Spring collection through Oct. 26. By appointment.  
(SKYLAND, N.C.) Sheraton-Russell Hotel, Park Ave. & 37th St., MU. 5-7674.

GRETA PLATTRY. . . . .Resort-Cruise collection. By appointment.  
FOR ZACARI, LTD. 1410 Broadway, 18th Floor, WI. 7-1322.

CIARE POTTER . . . . .Resort collection through Oct. 31. By appointment.  
(WEST NYACK, N.Y.) Sheraton-Russell Hotel, Park Ave. & 37th St., MU. 5-7674.

ROSSINO-ANGELA . . . . .Resort couture fashions by Angela. By appointment.  
30 West 57th Street, 3rd Floor, JU. 2-1747.

ROBERT SLOAN . . . . .Sportswear and separates by Sylvia de Gay.  
SPORTSWEAR, INC. 498 Seventh Ave., 18th Fl. Publ.: Margaret Hodge,  
/LT. 1-3260.

WILROY, INC. . . . .Resort collection by Pembroke Squires.  
498 Seventh Avenue, 22nd Floor, IA. 4-6516.



